Know the Customer, Exceed the Expecta

Great Expectations

Customers, Technology & NGA

Capt Dan Ward
NGA/II
Mar 2004

“Customer expectations

define our minimum measure of success.”

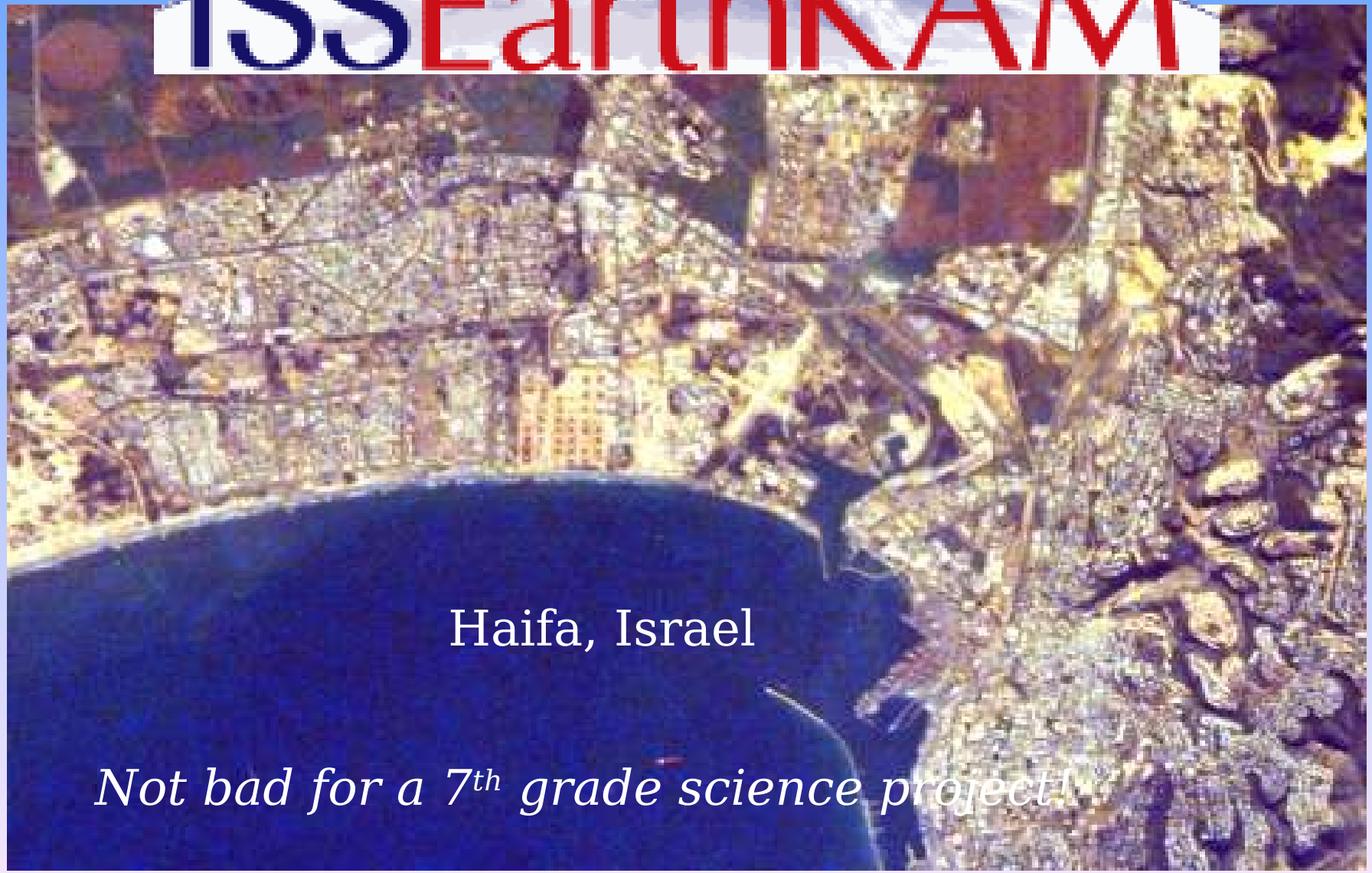
– NETIPT Final Report

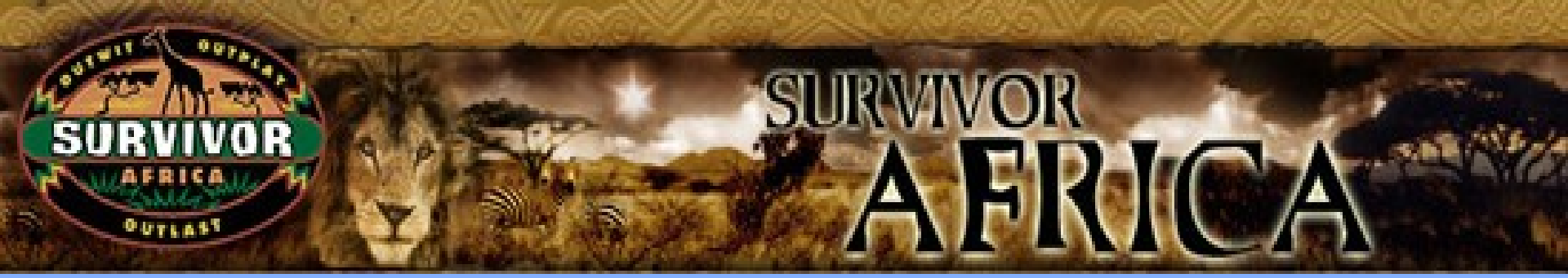
What do NGA's customers expect?

Feb 2001: Earth Knowledge Acquired by Middle School Students installed on ISS

- Students ***control*** a digital camera & take photos of earth… from 220 miles up.
- First flight on Shuttle Atlantis in ***1996!***
- Thousands of students, thousands of images
- International participants: Japan, Germany, France…

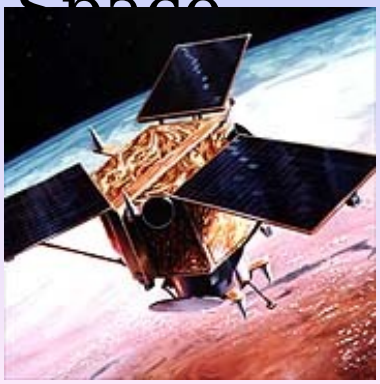
ISSEarthKAM



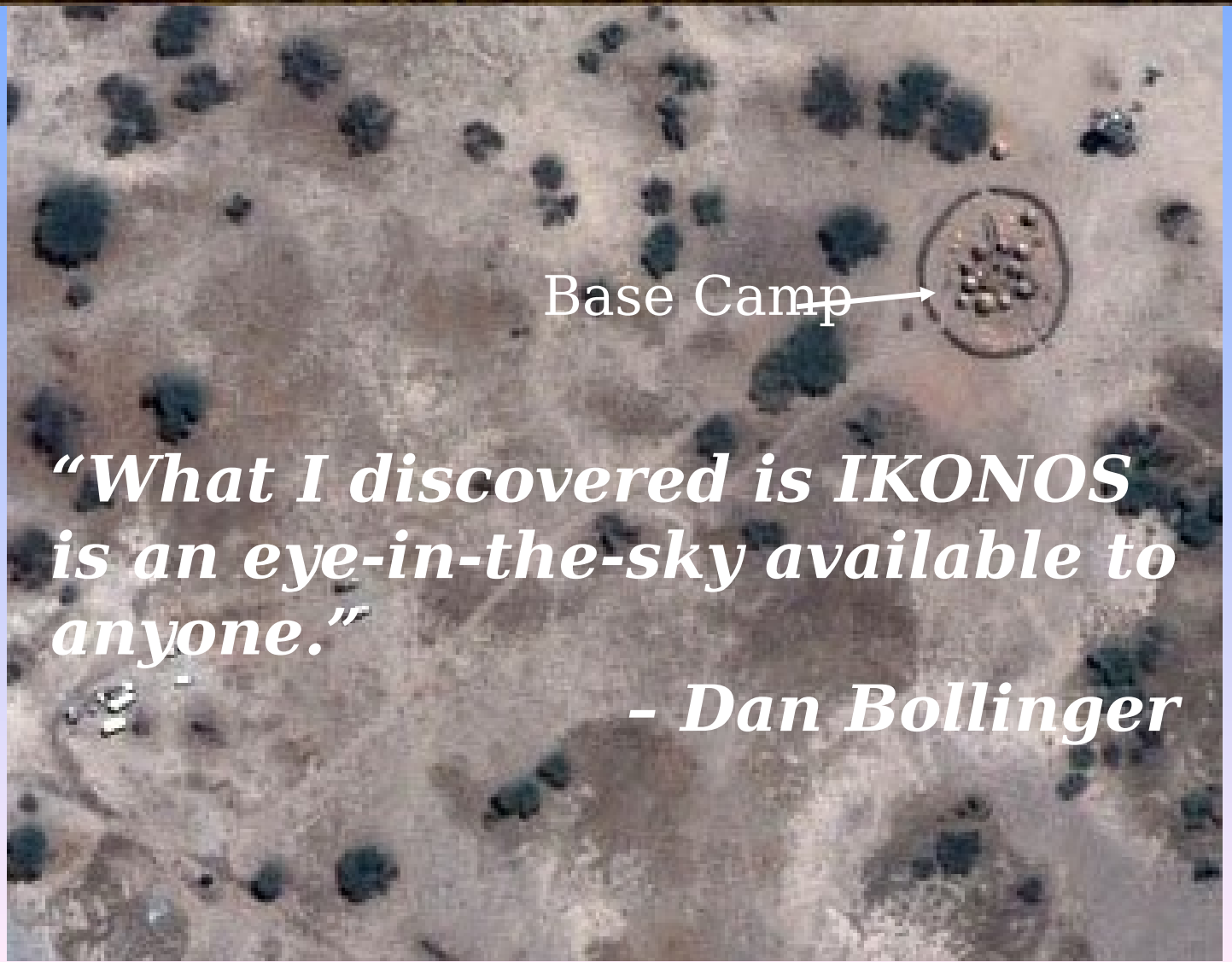


13 Aug 01: Space Imaging's IKONOS satellite captures 1m res image of "top secret" Survivor camp

- Designated no-fly zone by Kenyan gov't
- Dan Bollinger found lat/long via email contacts in Kenya and contacted Space Imaging
- Space Imaging waived $3.5K fee



www.newsfactor.com/perl/story/13236.html



"What I discovered is IKONOS is an eye-in-the-sky available to anyone."

– Dan Bollinger

Feb 1996: Launched the first interactive mapping site on the Web

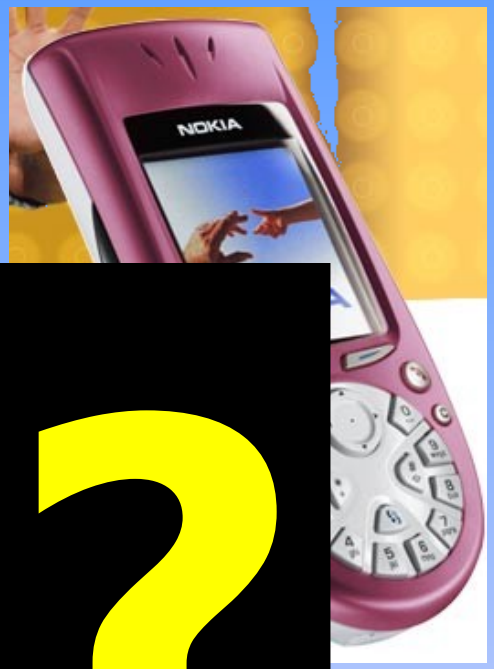
Detailed maps and driving directions for the United States, Canada and most of Western Europe – in 9 languages.

Quick, Free, Tailorable, Actionable

Did I mention Aerial Photos?

What About Wireless & Handheld?

www.globexplorer.com/wireless.html



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Our Customers are living in a

&

World.

Are we?

Some Implications

Imagery & map products have become *ubiquitous commodities!*

Timely, Accurate, Relevant:

It's not just from NGA anymore!

Logical question: Whither NGA?

What do we do that others can't?

Are we headed in the right direction?

Small, fast, cheap, ubiquitous, s-i-m-p-l-e

Are we being outpaced by 7th graders?

Are we taking full advantage of commercial capabilities?

Hey, it’s not that simple…

…except when it is.

What do NGA's customers expect?

What Customers Say

Embedded NGA support is GREAT!

But…

… access to national imagery is too slow, complex & unfamiliar.

- US Army OIF Report

… Is there a NGA presence anywhere on the peninsula (Korea)..?

- US Army CC/SOCKOR

QUOTABLE

“I don’t care how great the system’s capabilities are. If it’s not easy to use, I don’t want it, because we won’t use it.”

- LCDR Jenny Soto, USN

Some Good News

WARP

- Rapid, web-based access to imagery & intel
- 8,000+ users

BRITE

- Current imagery to previously unserved tactical users
- Intuitive interface, wireless delivery – users love it

FAST – INEXPENSIVE – SIMPLE – TINY

The Actions

<u>Know</u> our customers' expectations

– Watch, listen, visit, ask

<u>Meet</u> our customers' expectations

– Aim high, lean forward, take act

<u>Raise</u> our customer's expect

"It's simple, but not eas

http://www.usb007.com/

If We Fail…

"Information gaps about the enemy were resolved through direct conflict **and** armed reconnaissance**."**

– US Army OIF Report

If we don't give them electrons,

they'll have to use bullets…